



OUTCOMES MADE SIMPLE PART 1

**A spark can become
a flame and change
everything.**

OUR SERVICES



STRATEGY



FUNDRAISING



MARKETING



PROGRAMS



FACILITATION



EVENTS



COACHING



TRAINING



PROCESS





- **Name**
- **Organization**
- **I'm hoping to learn**

_____.



what's the return?

The Challenge

You and your team mate just won a \$10 million lottery.

There's just one catch...

The \$10 million must be used to eliminate poverty in one neighborhood in three years.



what's the return?

What's at Stake:

**Should your team be successful,
an additional \$100 million will
be granted to scale your success
across the country.**



what's the return?

The Rules

**You and your team mate cannot
spend the money directly.**

**The money must be invested in
other organizations to solve
the crisis.**



what's the return?

The Rules

**50 organizations
totaling \$20 million in
requests are seeking your
investment.**



what's the return?

20 min.



Your Assignment:

Create an investment strategy for your \$10 million.

- ✓ **Determine your investment priorities.**
“Investing in _____ has the strongest likelihood to solve poverty in this neighborhood.”
- ✓ **What types of organizations are you seeking to invest in?**
- ✓ **How can organizations seek your investment?**
- ✓ **What criteria will you use to determine the best organizations to invest in?**



Return (Benefit)

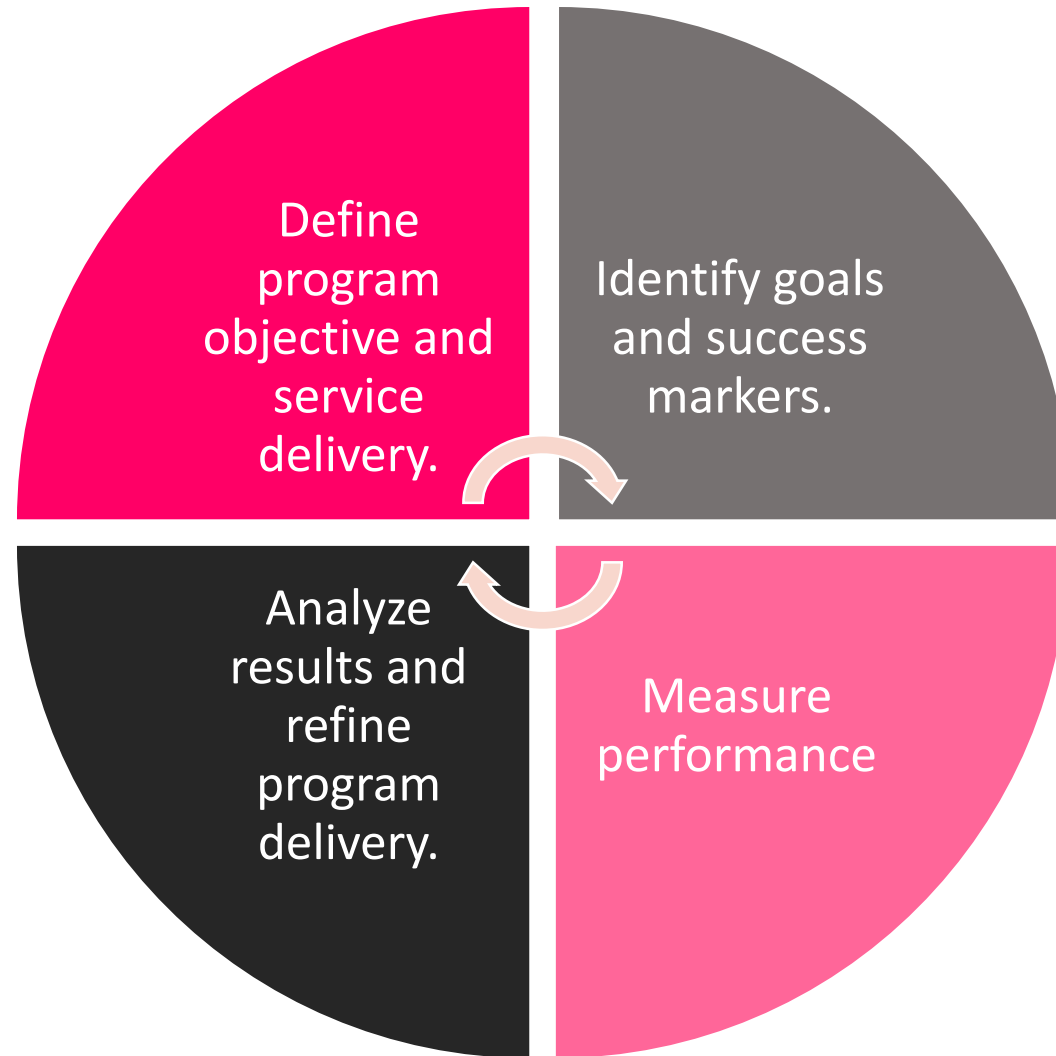
= ROI



Investment (Cost)

**The most
critical
responsibility
of a funder.**

program evaluation cycle



program evaluation cycle

Define

- Who is the program serving?
- What need/issue is the program addressing?
- How will the program serve participants & address the need?

Identify

- What are the program's SMART goals?
- What are the desired outcomes for participants?
- What are the targets and indicators of success?

Measure

- What measurement methods will we use? (surveys, observations, interviews)
- When will we collect data? How often will we collect it? Who will be responsible?
- What software/tools will we use to store and analyze the data?

Analyze

- Who needs to see our results? In what formats?
- What is the data telling us? Did we reach our targets? If yes, can we scale up? If not, where did we miss the mark?
- What is our program improvement plan?

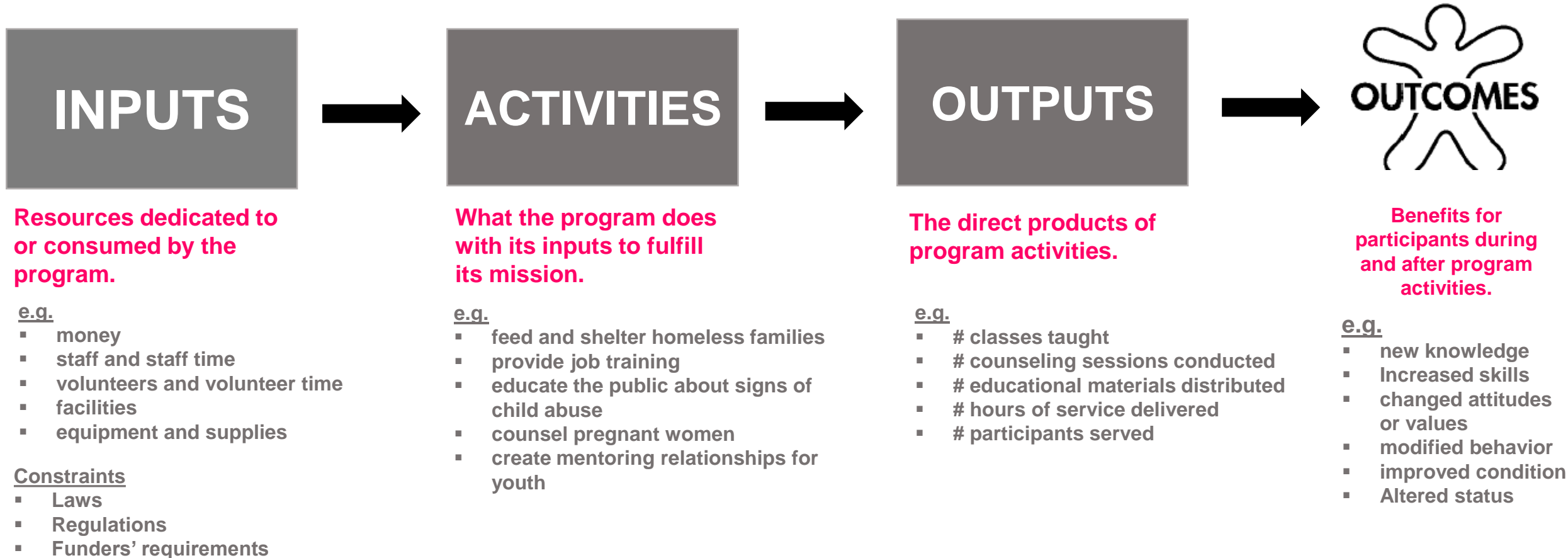
THE WHY

- See if programs really make a difference in the lives of people.
- Help programs improve services.
- Indicates the effectiveness of the organization.
- Demonstrates Impact.

A description of how the program theoretically works to achieve benefits for participants.

It is the “If-Then” sequence of changes that the program intends to set in motion through its’ inputs, activities and outputs.

program logic model



program logic model

Inputs		
MSW Program Manager RN Instructor	Funding Infant Care Curriculum	10 volunteers

Activities	Outputs	Short-term	Intermediate	Long-Term
Program provides parenting classes on prenatal through infant nutrition, development, safety and care taking delivered in high schools twice a week for one hour to teen mothers from 3 months to one year after delivery of child.	250 pregnant teens attend program. 72 parenting classes provided.	Teens are knowledgeable of prenatal nutrition and health guidelines.	Teens follow proper nutrition and health guidelines. Teens deliver healthy babies.	Babies achieve appropriate 12 month milestones for physical, motor, verbal and social development.
		Teens are knowledgeable of proper care, feeding and social interaction with infants.	Teens provide proper care, feeding, and social interaction to their babies.	

RECRUITING AND TRAINING STAFF AND VOLUNTEERS

INPUT

NUMBER OF TUTORING SESSIONS

OUTPUT

STUDENT IMPROVES ONE GRADE LEVEL

OUTCOME

FINANCIAL LITERACY CLASS

ACTIVITY



IF employment counseling for women trying to become financially self-sufficient includes job interviewing skills...

Output



**THEN the women will
give more effective job
interviews.**

Short-term



**IF they give better
interviews, THEN they are
more likely to find jobs.**

Intermediate



**IF they find jobs, THEN
they are more likely to be
financially self-sufficient.**

Long-term





practice

20 min.



Outcomes Bingo



test your knowledge

*So, what did you
learn?*

r e s o u r c e s

Sparkachangenow.com/incaa